



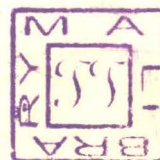
FACTORS AFFECTING PURCHASE DECISION OF CASSETTE DECK IN MORADABAD AND ALIGARH.

—An Analytical Survey

DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MSATER OF BUSINESS ADMINISTRATION

BY
ASIF HUSAIN KHAN

UNDER THE SUPERVISION OF
Mr. ASIF HALEEM
Reader

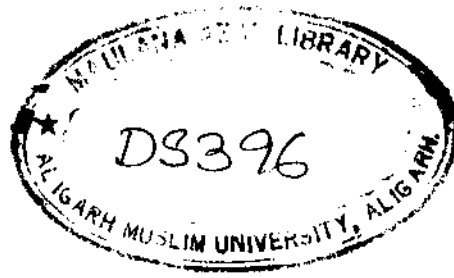


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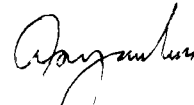
Asif Haleem
M.Sc. (Engg.) MBA
Reader



Dated June 28th, 1982

This is to certify that Mr. Asif Hussain Khan
has completed his dissertation entitled "Factors
Affecting Purchase Decision of Cassette Deck in
Moradabad & Aligarh - an analytical survey" under
my Supervision and guidance for the partial
fulfilment of the Degree of Master of Business
Administration.

To the best of knowledge and belief it
has not been submitted for the award of any other
degree in this University or elsewhere.


(Asif Haleem)
Supervisor

LOVINGLY DEDICATED

TO MY

BROTHERS

NAYYER NASEEM

&

FAHIM UDDIN

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PREFACE

Consumer exhibit varying patterns of purchase behaviour with changing social standards. The effective marketing requires analysing the need of buyer, creating the product that satisfies the buyers competitively and communicating the offer effectively.

The present study, as the title indicates pertains to the buying behaviour for cassette Deck. It aims to obtain information which may be helpful in evolving an effective marketing strategy. Since buyers are ultimate target of every marketing activity efforts have been made to get relevant information from them.

The Cassette Deck market is quite competitive and expanding where each company is trying its best to have maximum market share. The study has been conducted to elicit information from the owners as what factors were considered by them before purchasing Cassette Deck. Their responses were tabulated and analysed. From this analysis the investigator tried to draw inferences which can be useful to marketers who are in Cassette Deck business.

The present survey has been made possible only with the encouragement and able guidance from my supervisor Mr. ASIF Haleem, who had been very kind to undertake this task.

I am thank to my colleagues Mr. Raza Haider Zaidi, Mr. Suhail Ghani and Mr. Zafar Ali Khan for the encouragement extended to me during the work.

Asif Hussain.

ASIF HUSAIN KHAN

CHAPTER - I

INTRODUCTION

In the ancient times man when he heard an echo, then his conclusion was that spirits existed who had a habit of repeating whatever was said in particular areas. As times changed science started bringing out startling changes in theories held for long. One such was the impounding or theory of spirits. It was shown that sound travelled in waves and on reflection at certain angles we could hear what ever was said on the rebound. So the theory of sound travelling in waves was established.

Then came the necessity of reproducing sound artificially. That is once a person said some thing people wanted hear his voice in real rather than just reading what had been said. As has been said that "Invention is the mother of necessity" it became an acute demand that such devices be made which were helpful in the reproduction of voice.

The demand came from many parts of the community, like for example some people wanted to hear their dear departed's voices, some wanted it just for entertainment purposes, some people wanted it to record politicians speeches eminent persons speeches saying, some wanted it so that the labour of writing be excluded.

So came into existence the Record Players and tape recorders. That is sound waves as has been mentioned earlier travels in waves. Methods were sought where in these waves can be recorded on discs, plates, tape etc.

The first and foremost method of recording sound waves were as such. These waves were converted to magnetic waves and then superimposed on magnetic materials so that the magnetic materials were aligned in a manner wherein magnets were formed which on replaying were not destroyed.

The first to be brought into existence was the Record Players. The theory was the sound was recorded on grooves ie only monorecording was done. There was no simultaneous reproduction of sound in two tracks. Hence all the different frequencies of sound in the audible range of sound were recorded simultaneously in the grooves. The master disc on which sound was recorded was made of magnetic material which was then superimposed on disc made of a synthetic material. Wherein grooves were made as such. When the pick up needle runs in these grooves the sound was picked up according to the vibrations of the needle which was transformed into the audible sound. Then came into existence the magnetic tapes. These magnetic tapes were also made of synthetic materials. On one side they had a film coating of the magnetic material.

There is a head which is basically a core with windings on it. This used to have voltages induced in it according to

the sound waves. These voltages used to be transferred on to the tapes when the head came into contact with tape. The side on which the magnetic material was present always came into contact with the head. The voltages transferred to the magnetic materials used to make small magnets arranged in the sequence of sound. This was the case for Mono-recording. On replay the procedure of transference was reversed in the voltages were induced into the same head which recorded and wires leading out of it used to be fed to an amplifier which amplified the voltages which in turn is fed to the loudspeaker.

This stayed on for a long time but after the second world, there was a demand for reproduction of sound with all the changes in level, tone and differentiation of different sounds simultaneously. Scientists and Engineer worked hand in hand for a long time and in the early 1950's the stereo was introduced.

The advent of stereo sound was only in the magnetic tapes since it was very easy. The mode of recording was done in the following manner;

Two or more microphones were set up in front of the sound source to be recorded in the best acoustical position. The sound picked up by each microphone was then recorded on two separate magnetic tracks on a single tape. As not mentioned earlier that tapes have two tracks on them one for the forward direction and one for reverse direction, it was not very

difficult to add a separate electronic channel simultaneously for stereo recording. Both the tracks for stereo started and ended together. Hence now 4 tracks or channels were now present which had separate recordings nevertheless. This made the tape to be broadened. During playback both these tracks of stereo were played back simultaneously through two separate loudspeakers which gave an illusion of stereo.

Then in the year 1957 stereo was introduced to the phonograms in record player as they were known earlier. The system was the Westrex System of disk recording. The theory behind this system is that two separate stereo channels were recorded on the two side wall of a single grooves which was V-shaped.

This was done on a master disc which was then pressed on synthetic material for commercial distribution. Even this did not satisfy people.

So came the Hi - Fi system. The Hi - Fi is High-fidelity or in other words realism. Stereo phonic reproduction of sound is recording (or broadcasting) and reproduction of sound over two completely separate channels, to simulate the characteristic of hearing with two ears (This is reason why it is also known as Binaural reproduction). The reason for dissatisfaction of the people was the ability to hear and visualise mentally the direction and distances, the depth of sound. The reason once more boils down to the fact that we have two ears. We can

convince ourself of this fact by plugging up one ear for a few hours. The sound will soon sound to become shallow, and confused resulting in our realising that the reality is missing. This is same as the monophonic sound recording which was used in the earlier time also known as Manual reproduction. Hence to satisfy the stereophonic sound sensitivity of the ears the people wanted Hi-Fi reproduction.

The disadvantages of mono was, it gave no sense of direction, i.e. up or down, left or right, it had no effect on the ears i.e. it became monotonous listenin to a flat sound with no waves, These disadvantages were over came by stereo reproduction.

Now came the advent of Cassette tape decks. At this stage the craze for any sort of sound reproducing unit became very large. The disadvantage of spool tape recorders and Record players were as follows.

They were very bulky, they were complicated, they were very costl , they needed very sophisticated handling etc.

In Record players especially the record discs available was very costly and its widdle income groups of society could not afford to have these expensive disks. The discs had to be bought for what ever you wanted and that to only for the programmes which the company brought out. The spool tape recorder had the main disadvantage of complication. This

resulted in the advent of Cassette tape decks. These were very compact, very steady very easy to operate ~~and with in the~~ range of the middle income group. The biggest advantage is you can record any programme the persons likes to hear. He can erase any programme he has been fed-up with and reuse it for further recording. Any number of erases and recording can be done with minimum damage to the cassette tape. This is a sort of miniaturization of the ~~spool~~ tape recorders with all the disadvantages of spool tapes being rectified in cassette tape decks.

The biggest advantage being the wearness in reality reproduction of sound. Cassette tape decks are available in a number of models being produced by many companies. The stereo hi-fi reproduction has also become possible in cassette tape deck by the advent of Integretor circuitry even though they are costly they fulfill the needs of a person who can afford them. More research work is being done on complete reproduction i.e. reality being reproduced.

In the next chapter I will discuss and make a comparative study of the different tape decks available in our market.

Comparative study of different cassette Decks:

In the Indian market the cassette Decks with sophistication and high degree of reliability are available in a very broad range. But the biggest drawback being that almost 75% of them listed below are from abroad i.e. manufactured by International companies.

For the buyer of hi-fidelity equipment, the market offers a bewildering choice, and each manufacturer, naturally, talks glowingly of his own product. The problems faced by the buyer are many. Now I will give you a study of the market of cassette decks.

The term high fidelity (hi-fi) means, literally true to the original source. But a plastic "Stereo" just is not true to the original. There is no impact to the sound, the instrument does not ring true from the view point of the buyer. To understand audio equipment one need to be concerned with only three classes of equipment being, Source, Amplifier and Reproducer.

The major source of equipment in our market is the Cassette Deck. They are compact and since they are compact to Turntables they are fast replacing them as the main source. Now recently only the good quality cassette decks comparable to those available abroad been introduced to the Indian market made mostly from Japanese Components. These cassette decks are very easy to handle and a more convenient source. These have

come a long way since the original PHILIPS design which boasted a response all the way upto a frequency of 8KHz.

Many present day models not only extend the response another octave but offer such features as full logic controls, eye catching displays and other facilities that were once reserved for very expensive open-reel machines. In addition the sound quality of cassette decks has improved considerably owing to advances in the fields of head technology and magnetic tape. Metal tape in particular has proved ~~for~~ superior to conventional oxide formulations especially at the higher frequencies. The Indian ~~markets~~ bringing to the buyer a following cassette Decks:

1. COSMIC : has just introduced India's first metal cassette deck with all functions handled by a feather-touch logic control system. The Model K-8 has many other interesting features like fine bias control for the serious audio buff, and a 14-dot fluorescent peak level indicator. The overall sound quality is very good with clearly defined highs. The only flaw, if one can call it that, is the noisy operation of the motor during fast-forward and rewinding operations. COSMIC has three other models in the market: CO-703D, CO-8500 D and GXC-39 D. The first two are front-loading models and are mediocre. The akai/Cosmic GXC-39D is loading and the best of the three, the only problem being that it is rather highly priced at just over Rs.6000/-.

2. FBI: has just introduced a cassette deck into the market, the SCD 8800, which is a front loading machine. The R/P head is

of the permalloy type which is far superior to a ferrite head but does not last as long. The LED-type peak reading meters give an attractive indication of the level and the Dolby switch acts as a noise reduction filter increasing the S/N Ratio by 10 db above 5 KHz. The specifications are pretty good with a low wow and flutter figure and the sound quality makes this machine definitely worth the price.

3. SOMODYNE'S SCD 2001: is modestly priced and, as a result does not offer too many features. Instead of the Dolby system, a noise filter has been incorporated and the only useful feature is an output level control to regulate the signal input into the amplifier tape input. Sound quality is tolerable even though the highs are lacking to a certain extent.

4. SOLIDAIRE'S DS 601 : is a front loading cassette deck with a permalloy R/P head. Many LEDs of different colours have been used to denote tape selector switching positions and the level meters are multicoloured, giving the front panel quite a flashy appearance when the deck is in operation. The sound quality is, unfortunately, not upto much and though the deck is very reasonably priced. I ~~would not~~ recommend this machine for the serious audiophile. One oddity is that an extra tape selector switch, which I presume is for bias switching, has been mounted on the rear panel, almost as if it were an afterthought.

5. NORGE: Eastern Electronics which markets its products under the NORGE brand name have a front-loading machine in the market, the NCD 500 Cassette deck. This is a very attractive machine as it has a black anodised aluminium front panel and the specifications are reasonably good. The sound quality, though not excellent, is passable and for the price, worth considering. Like all previous NORGE products it is a reliable machine.

6. SONY: SONY products from Japan are being assembled and sold in India and the SONY TC K-335 Cassette deck is currently available in the market. This is an attractive front-loading machine with a Ferrite-and-Ferrite head, Dolby noise reduction and the unusual feature of add-on recording. The specifications are very good compared to the other machine available in the market, and the sound quality scores over most of the other decks. Though the price is a bit stiff, this is a good machine to invest in.

There are a couple of other decks available in the market but it was difficult to get hold of information on them and listen to their performance as they are not available at most dealers. NELCO ADK-2001, BEVOX 202 D and a Cassette deck from BELTEK of Delhi are some of these. There are also many other machines which have built-in amplifiers (and sometimes speakers) but since I was discussing separates I will not elaborate on them. BUSH India which introduced one of the India's first front-loading models, the MTF 7000, have discontinued manufacturing it but if old stock are available, this unit is still a good buy. Key specifications to check before buying a machine are S/N Ratio, wow and flutter and frequency response. A S/N Ratio of 55 db or

more and wow and flutter less than 0.1% WRMS are good and the wider the frequency response, the better the overall sound quality.

As the audio industry in India has been pickin up momentum very fast I would not be surprised if many more sophisticated machine appear on the market soon. I am looking forward to the day when ~~low~~-speed machines equipped with metal facilities and a sophisticated drive system with other features like Dolby C, separate record and play heads, invade the market.

GLOSSARY:db(DECIBEL)

A measure of the ratio between two power level. Doubling or having the power corresponds to a 3 db change and 10 db corresponds roughly to the audible effect of doubling or halving the loudness of a signal, although it represents a power ratio of 10:1.

RUMBLE

The audible effect of the low frequency vibration transmitted from the motor or other moving parts to the record or tone-arm. Rumble is measured in db below a specified signal level. The farther below, i.e. the larger the number, the less audible the rumble. An acceptable figure is -60 db. Anything below this 70 db etc. is better.

WOW & FLUTTER

Wow is the audible effect of a low frequency flutter, occurring at a rate of 0.5 to 10 Hz. Flutter is the audible effect of short term record speed fluctuations, occurring at a low audio or an infrasonic rate (0.5 to 200 Hz). It is described as a percentage of rated speed, the smaller this percentage, the less audible the flutter. The percentage is generally, combined with wow. An acceptable figure is 0.1% WRMS. Anything less 0.05% etc is better.

ANTI-SKATING

A system for neutralising the lateral skating force developed with a tone-arm having an offset cartridge angle. It

reduces wear and tear of the style as well as the record.

FREQUENCY RESPONSE

Always specified as a range, such as 50 Hz to 15000 Hz; but in order to be meaningful it must be further defined in terms of decibel variations from absolute flatness over a specified frequency range e.g. ± 1 db from 50 Hz to 15000 Hz, which is an acceptable range. An indication of a sound system's ability to reproduce all audible frequencies supplied to it, maintaining the original balance among the low, middle and high frequencies. The bigger the range the better it is.

S/N RATIO

The ratio in db between the maximum recorded level and the playback noises from a tape recorded with no signal input. Expressed in decibels. With Doldby off, an acceptable figure is 50 db or more.

TOTAL HARMONIC DISTORTION (THD)

Distortion is an undesired change in the wave form of a signal. With a single frequency signal, distortion appears as harmonics of the input frequency. The RMS sum of all harmonic distortion components, plus hum and noise, is known as total harmonic distortion. For normal type, an acceptable figure is 1.0% Odb, 1Khz.

BIAS

A high frequency current which is combined with the signal being recorded. Necessary for low distortion and noise. It must

be adjusted to the properties of the tape used.

EQUALISATION:

Different equalisation characteristics are used in the recording and playback amplifiers of a tape machine to compensate for the magnetic characteristics of the tape and the heads. Playback equalisation is standardised to give flat frequency response with any well recorded tape, while recording equalisation is a property of a particular machine, depending on its head design and the tape for which it was meant.

CHOICE OF THE TOPIC

Buyers are the ultimate target of every marketing activity. Buyers consider various factors before purchasing any product and their decisions are based on some logic or an established trend. Further buyers are now more aware about the product and its value due to increased communication. For effective marketing it is but natural to understand about the target market.

The consumer markets are essentially distinguished on the basis of buyer's role and motive rather than the characteristics of purchased product. Consumers are individuals and household buying for personal use. The effective marketing requires analysing the needs of buyer, creating the product that satisfy the buyers competitively, and communicating the offer effectively.

Now more attention is being paid to understand buyer's characteristics due to their increased importance. As CHARLES G. Mortimer had put it, "instead of trying to market what is easiest for us to make, we must find much more about what the consumer is willing to buy. We must apply our creativeness more intelligently to people and their wants and needs, rather than to products".

The present study "Factors affecting purchase decision of Cassette Decks in Moradabad and Aligarh" was done to study the characteristics of buyers; and ~~was in recognising~~ the vital role of consumers in effective marketing. These information are valuable to evolve an effective marketing strategy. It encouraged me to study this problem. Further, being Moradabad ~~my home town~~, it was convenient for me to carry out it.

Aligarh was selected because (1) it was easier for me to carry out survey and (2) in Aligarh we find a large number of persons from different parts of the country. So I can atleast have an idea about their preception.

Buying is not a single act but a multi-component act. Consisting of decision on the product class, product form, brand, vendor, timing and method of payment. The buyers goes through a process consisting of need arousal, information search, evaluation behaviour, purchase decision and post purchase feelings individuals differences are influenced by the individual's views or importance of the purchase and his personality traits, financial status, social class and culture.

The study was designed giving due consideration to these facts. A ~~large~~ number of brands are competeting and

each is vigorously advertising its product so as to capture a good share of market. Obviously it can be done only when we can satisfy consumer's and for consumer satisfaction it is necessary to study about consumer.

Hence the problem was selected to have a realistic approach towards the actual marketing problem.

C H A P T E R - I I

OBJECTIVES

1. To determine buying behaviour of Cassette Deck owners in Moradabad and Aligarh.
2. To determine awareness of the brand and price range of the brand mentioned.
3. To determine effects of income and profession on purchase of Cassette Decks.
4. To determine the purpose that leads a person to purchase Cassette Decks.
5. To determine the factors which are preferred while purchasing Cassette Decks.
6. To determine whether the price affects the purchase decision of Cassette Decks.
7. To determine whether mode of payment influence the purchase decision favourably.
8. To determine whether any special occasion or events affect the sale of Cassette Decks.
9. To determine what is the significant source of information about the product, for a purchaser of Cassette Decks.
10. To determine the factors that determine the preference of a brand over other in finally buying the brand.
11. To determine awareness of users about advertisements promoting Cassette Decks.

12. To determine appropriate media mix for Cassette Deck promotion.
13. To determine effectiveness of "physical demonstration" of Cassette Decks.
14. To determine the popular outlets and factor which influence selection of a store.
15. To get idea about the after sale service and guarantee offered and the users reaction to these.

HYPOTHESIS

The study was designed to test the following hypothesis:-

- H-1. Income of the consumers affecting the purchase decision of Cassette Decks. _____
- H-2. Recreation is the main purpose behind the purchase of Cassette Decks.
- H-3. Price does not influence the purchase of a particular Cassette Deck.
- H-4. instalment payment does not affect the users decision on purchase of Cassette Decks.
- H-5. Price is important factor in preferring on brand over other.
- H-6. Some special events accelerate sale of Cassette Decks.
- H-7. Friends are good source of information about the products.
- H-8. Newspaper and Magazine are most effective media for promotion of Cassette Decks.
- H-9. Exhibition are not effective in promoting Cassette Decks.
- H-10. Company stores are preferred by purchasers.

DESIGN OF THE STUDY

Population:

The population for the survey was defined as "All Cassette Deck users in Moradabad and Aligarh who have purchase a Cassette Deck. during the last three years or more". In this case the element is Cassette Deck user, sampling unit-all owners of Cassette Decks.

Sampling frame :

An authentic sampling frame was not available. There was no data which could furnish an idea about the number of cassette Deck purchased in each locality; the income, profession, and family size of the buyers; the addresses of Cassette Deck buyers and their educational background.

In the absence of such information it was decided to take a sample in such a way as to represent major segments of the Cassette purchasing population.

Sampling Unit :

The sampling unit is the basic unit containing the

elements of the population to be sampled. In this case sampling unit is "persons who had purchased a Cassette Deck".

Sampling Method :

It is the way in which units are to be selected. I was not able to conduct a probability sampling due to constraints such as time, cost and non availability of a proper sample frame. So a convenience sampling was employed.

I realise that in convenience sampling the selection of sample unit ~~is only~~ on the convenience of sampler and a convenience sample contain both systematic and selection errors.

These errors are large as compared to the variable error in the simple random sample of the same size. But different constraints such as time, cost and non availability of proper sample frame favoured a convenience sampling. It was not possible to have simple random sample because data about the pattern of purchase for Cassette Deck by different income and profession group was not available.

Single unit selection was used. Each person was selected separately. It was employed because it increased the chance of getting a representative cross section of the

various ethnic groups, social classes and so on. Here sample were scattered round the city. In contrast, if I have selected cluster sample in which locality were first selected and from each locality a fixed amount of sample were taken, I would most likely, miss more of the social groups. The reason is that member of social group tend to live in neighbourhoods where other of the same group live. Further, in single unit sampling chances or errors are low and it is applicable to where population heterogeneity is high.

The population was unstratified. First I desired to have an stratified sampling on the basis of income stratification. But the lack of information about the purchase pattern of Cassette Deck in the particular income group and also the non availability of income pattern in the city forced me to adopt an unstratified sampling equal probability of element selection was used.

DESIRED SAMPLE SIZE

A sample of 150 purchasers in Moradabad and 50 in Aligarh was taken. The lower sample in Aligarh was due to.

1. Lower population as compared to Moradabad.
2. Lower number of cassette Decks in Aligarh.
3. In Aligarh mainly business man, University teaching staff, some Govt. officials, lawyers and doctors are potential Cassette Deck buyers. Due to smaller size of the city their number is low and hence the a smaller sample size was desired.
4. Again, income difference in Aligarh is quite high and people generally consider it as a luxury item for affluent class of society so relatively lesser Cassette Decks are used.

While in Moradabad being a commercial city, a large number of officers, executives Doctors and other professionals are living. So a good section of society is attracted towards Cassette Deck and a large number of cassette Decks, irrespective of owners profession, are in use. It necessitates taking of large sample so that I may get information about various social groups.

Method of securing information

A comprehensive questionnaire was designed and these questionnaires were administered by personally interviewing. Questions were formed to collect relevant information on the important factors. To get unbiased answers and nearest possible accuracy the questions were brief and simple. Most of the question had alternative answers (generally 2 or 4), some were open ended also. Questions were arranged in a logical manner to avoid confusion and minimize recording errors. The final questionnaire was subjected to a through pretest using respondents similar to those included in the final survey.

It was also made clear to the respondents that the information furnished by them will be kept strictly confidential and it is purely for academic purposes.

I interviewed persons who had purchased Cassette Deck. Since these people have already purchased they must have gone through a series of pre-purchase decisions and I may get more practical information. Further their behaviour may be taken as an indication for future buyers. Personal sources were used to determine the addresses of such persons.

C H A P T E R - I I I

ANALYSIS AND FINDING OF THE RESEARCH

CONSUMER PROFILEIncome

Table 1(a)

Income of Cassette Deck purchasers.

| Income Group | Moradabad | | Aligarh | |
|-----------------------|-----------|------|---------|------|
| | No. | %age | No. | %age |
| Rs. 1000 - 1500 PM | 30 | 20 | 5 | 10 |
| Rs. 1500 - 2000 PM | 45 | 30 | 20 | 40 |
| More than Rs. 2000 PM | 75 | 50 | 25 | 50 |
| Total | 150 | 100 | 50 | 100 |

Moradabad

As is evident from table 1(a) about 80% of Cassette Deck purchasers (according to my sample) have income more than Rs 1500 PM. 20% purchasers are in Rs. 1000 - 1500 p.m. income group, 30% purchasers are in Rs. 1500 - 2000 income group and 50% purchasers earn more than Rs. 1500 p.m.

Aligarh

Here only 10% purchasers of Cassette deck are in Rs. 1000 - 1500 p.m. income group, while 90% purchasers earn more than Rs. 1500 p.m. 40% are in Rs. 1500 - 2000 p.m. and 50% purchasers

earn more than 2000 p.m.

From the dated it appears that income affects purchase decision of Cassette Deck. First because there is an uneven distribution of Cassette Decks in the three income groups. And second because there is increase in number of Cassette Deck with the increase in income. It is due to the fact that number of people earning more than Rs. 2000 p.m. is more as compared to those earning between Rs. 1500 - 2000 p.m. People in Rs. 2000 or more income group are more careful about their status and they try to maintain or improve their status by having Cassette Deck or the similar items in their houses.

Aligarh has been a different trend. Here lower percentage of people are purchasing Cassette Deck from Rs. 1000 - 1500 p.m. income group and more people (50%) purchasers earn more than Rs. 2000 p.m. It is due to the fact that low income group people consider it as a luxury item and are not much interested in it, way be because of income limitation too. While people earning more than Rs. 2000 p.m. (a good number of University staff and Business men) purchase it for entertainment. So my hypothesis H-1 that income of the consumers affects the purchase decision of Cassette Deck is proved and is hereby accepted.

Marketing Implication :

The information obtained from the table 1(a) is quite interesting for a marketer because he may direct his marketing activities to attract that specified income group. Since he knows that the proportion of income and purchases, he is able to frame a marketing strategy suited to that income group. For example (1) The advertising strategy for these two group will be different. (2) Middle income group men may prefer instalment basis payment while upper may not prefer this (3) Again the buying habits of these income group may be different.

Table 1(b)

Cassette Deck purchasers by different professional group.

| Profession | Moradabad | | Aligarh | |
|------------------|-----------|-------|---------|------|
| | No. | %age | No. | %age |
| Business | 50 | 33.33 | 15 | 30 |
| Govt. Servants | | | | |
| Doctor/Lawyer | 35 | 23.34 | 25 | 50 |
| Manager | 30 | 20.09 | 8 | 16 |
| Resturant owners | 25 | 16.66 | 2 | 4 |
| Others | 10 | 6.67 | X | X |
| Total | 150 | 100 | 50 | 100 |

Moradabad :

33.33% Cassette Deck are owned by Businessmen while 23.34% purchasers are Govt. servants, 20% are by Doctors, Lawyers and managers. 16.6% are restaurant owner and 6.6% by others.

Aligarh :

In Aligarh 50% Cassette Deck are owned by Govt. servants while 30% are owned by Business class persons, 16% by Doctors, Lawyers, Managers and 4% by restaurant owners.

Conclusions :

It is apparent that Cassette Decks ~~is~~ widely distributed among different professions in Moradabad. While in Aligarh it is very much confined to a particular class. In Moradabad Doctors, Lawyers are much more in number as compared to Aligarh and their income is comparatively higher. It is one of the reason for the striking difference in percentage of Cassette Deck purchase in two cities by the Doctors, Lawyers and Managers (20.09 in Moradabad and 16% in Aligarh).

Marketing implication :

Profession is an important factor which describes ones attitude, personality and status. These information, obviously are as important to a marketer as income.

In Moradabad on third of Cassette Deck purchases were made by business class while in Aligarh 50% of purchases made by Govt. servants. Our strategy in Aligarh should be to motivate and influence this major segment of market. The buying habits and information source for this segment is quite different from rest and we should accordingly design our strategy.

Table 1(c)

| Educational level | Moradabad | | Aligarh | |
|-----------------------|-----------|-----|---------|-----|
| | No. | % | No. | % |
| Below High School | 90 | 60 | 13 | 26 |
| High School Graduate | 45 | 30 | 19 | 38 |
| Post Graduate & Above | 15 | 10 | 18 | 36 |
| Total | 150 | 100 | 50 | 100 |

Moradabad :

In Moradabad 60% Cassette Deck purchasers were below

High School, 30% Cassette Deck purchasers were High School to Graduate, while 10% were post graduate and above.

Aligarh :

Here the educational qualification are somewhat high 26% purchasers are High School 38% purchasers are High School to graduate and 36% are the post graduate.

Conclusion :

The high education ration of Aligarh Cassette Deck purchaser is striking. It is due to the location of University and concentration of staff in particular area while education pattern of for Moradabad is quite reasonable. Educated persons are more sensitive towards status and they generally need Cassette Deck for recreation. Again educated person are generally earning good money and it suggests their higher percentage.

Marketing Implication :

Generally educated person is more rational and his choice is based on same facts. As educated person is not emotional and he is not more eceptive to information. It suggests that we should be careful while dealing with Cassette Deck marketing. We should try to place solid facts before the consumers and our claims about the product must be genuine.

In media selection we should concentrate mostly on print media due to reading habits of educated persons.

We should design marketing which may influence intellectual class particularly in Aligarh.

Table - 2 Motive for the purchase

| Motive | No. | Percentage |
|------------------------------|-----|------------|
| Sense of Status | 50 | 25 |
| Recreation | 80 | 40 |
| Your neighbour/colleague had | 50 | 25 |
| Education/any other | 20 | 10 |
| Total | 200 | 100 |

As is evident from the data 40% of sampled people purchased Cassette Deck for recreation purposes. 25% told sense of status as their motive while another 25% purchased to complete with neighbour or colleague. And 10% purchased for education or other purposes.

The table gives the motive that consumer want to satisfy by purchasing Cassette Deck. So it is, naturally a useful information for marketing person who is interested in designing market strategy in that competitive condition.

On advertising one may ~~concentrate on his motive~~ for purchase and may invite needs. The significance of need arousal stage ~~to the market~~ is two fold. First he must understand the drives that might actually or potentiolly connect to his product class and brand. Here a Cassette Deck marketer recognises that Cassette Decks satisfy a need for entertainment. It also satisfy the needs of status, power. To the extent a Cassette Deck can satisfy several drives simultaneously it become more intensely wanted object.

Second the concept of need arousal help the marketer recognises that need level for his product fluctuation, overtime and are triggered by difference. He can try to plan his clues to conform better to the natural rythms lining of need arousal.

(a) Sense of Status : Plays a dominant role in purchase decision. About 25% of sampled people purchase Cassette Decks (according to my sample survey). because, they feel, it is a sign of status. It is also observed that people whoes income have increased remarkably, only recently are more concious of status. Naturally advertisee should concentrate on this theme while dealing with such a market segments. High income people do not consider this factor since they already have high status. Their efforts is to get top class Cassette Deck.

(b) As is natural, the motive of 40% people was entertainment and recreation. It is the primary function of Cassette Deck and is main utility function.

(c) Again personal influence of neighbours and colleagues also influence a person towards purchase. The nature of this effect is more psychological - one always wants to be a par with neighbours and a little competition do exist between the two so presence of Cassette Deck in neighbourhood may very well incite one to have it. Generally children and women are much incited. Here marketing strategy would be to concentrate on this segment of market and constantly offer him some attractive schemes so that he may be able to purchase.

(d) About 10% of the sample people have different purposes like educational aspect of Cassette Deck programme, to avoid loneliness to increase social contacts and to become popular in the locality.

So my hypothesis (H-2) i.e. recreation is the main purpose behind the purchase of Cassette Deck is proved.

Table 3 (a)

Market share held by different Brands :

| Brand Name | Moradabad | | Aligarh | |
|----------------|-----------|-------|---------|-----|
| | No. | % | No. | % |
| SONODYNE | 27 | 18 | 6 | 12 |
| COSMIC (703 D) | 24 | 16 | 8 | 16 |
| SONY | 23 | 15.33 | 12 | 24 |
| NORGE | 18 | 12 | 2 | 4 |
| COSMIC (K-8) | 18 | 12 | 4 | 8 |
| NELCO | 20 | 13.33 | 8 | 16 |
| BEVOX | 7 | 4.67 | - | - |
| SOLIDAIRE | 13 | 8.67 | 10 | 20 |
| Total | 150 | 100 | 50 | 100 |

Moradabad :

From the table 3(a) it appears that 18% of the sampled people purchased Sonodyne Cassette Deck, 16% own COSMIC (703 D), 15.33% have Sony, 13.33% have NELCO and 12% have NORGE. The rest is shown in table.

Aligarh :

In Aligarh 24% of the purchasers have SONY Cassette Deck, 20% have SOLIDAIRE, 16% people own NELCO, 12% purchased SONODYNE and this rest is shown in table.

Table 3(b)

Price Range of Cassette Deck :

| Price range | Moradabad | | Aligarh | |
|--------------------|-----------|------|---------|-----|
| | No. | % | No. | % |
| Less than 3500 | 25 | 16.6 | 2 | 4 |
| More than 3500 | | | | |
| but Less than 4000 | 84 | 56.0 | 32 | 64 |
| Above 4000 | 41 | 27.3 | 16 | 32 |
| Total | 150 | 100 | 50 | 100 |

It appears from the table that majority of Cassette Deck purchasers were between 3500 to 4000 price range.

It appears that market is quite competitive. A large no. of brands are in market and each has a share in the market. Further no brand has been able to capture substantial share of market, according to my survey. The presence of good no. of brands shows the scope of each brand in the market. It is clear that market is expanding and bright prospects exists for various brands.

So one has ample opportunities for the introduction and for expansion of his market share. Since market of Cassette Deck is expanding and with the facility for more coverage

demand for Cassette Decks ~~would~~ automatically increase. It is also evident that no brand has been able to monopolies the market. So it is clear that consumers are not blindly purchasing a particular brand instead they are giving consideration to some other factors as well. It is reasonable because now people are aware about the performance of many brands and they can now evaluate performance in term of price of that Cassette Deck.

For market expansion one should consider ~~these~~ points. The table 3(a) shows the relative share of market (a/c. to my survey) and 3(b) shows the price range they both gives a general idea about the market and the generally acceptable price range. One can increase market share easily, in this circumstance, by effective marketing strategy giving due consideration to price production, promotion and distribution system.

Table - 4

Period of Cassette Deck Purchases

| Duration | Moradabad | | Aligarh | |
|--------------------------|-----------|--------|---------|-----|
| | No. | % | No. | % |
| Less than a year | 95 | 63.33 | 25 | 50 |
| A year or more | | | | |
| but less than 3 year | 45 | 30 | 20 | 40 |
| Three years back or more | 10 | 6.67 | 5 | 10 |
| Total | 150 | 100.00 | 50 | 100 |

In Moradabad : Most of the sampled consumers purchased Cassette Deck less than a year ago and about 30% of the sampled consumers purchased Cassette Deck a year before but less than 3 years back. While 6.66% have purchased it 3 years back or more.

In Aligarh : In Aligarh the trend is also same about 50% people purchased Cassette Deck less than a year ago, 40% between 1 year and less than 3 years and 10% have three years back.

In Moradabad : The general trend shows an increase in purchase of the Cassette Deck. ~~The reason behind this is that~~ in the last three years the increase in exports of the Moradabad products has been almost three fold. This resulted in the larger inflow of money. Once a person acquires money he wants to increase his status. The general trend that people think that increases the status is the acquisition of electronic goods. The most widely electrical or electronic goods is the Cassette Deck. The other reason is the craze among the youth for music and songs. This also added to larger purchase of Cassette Decks. Since the quality of this product has also increased it has attracted more people to buy it. It is also cheaper and easier to handle compared to the record players and spool tape record players.

In Aligarh : The same trend is to be seen in Aligarh. The reason is that springing up of larger number of small scale industries and larger sales of the Lock industries which means more money. The same procedure was found as in Moradabad resulting in the increase of purchase of Cassette tape decks. Another reason was students buying it as a media of entertainment. The cumulative effect being seen in the table i.e. increase of purchase.

Table - 5

Relative importance of factors.

| Factors | Moradabad | | Aligarh | |
|------------------|-----------|-----|---------|-----|
| | No. | % | No. | % |
| Brand image | 66 | 44 | 23 | 45 |
| Guarantee period | 39 | 26 | 12 | 24 |
| Special features | 21 | 14 | 8 | 16 |
| Price | 24 | 16 | 7 | 14 |
| Total | 150 | 100 | 50 | 100 |

It is evident from the data that majority of interviewed person ranked brand image at the top of factors considered by them for the purchase of Cassette Deck. From brand image, they meant that more and more people are buying it is popular, it is giving good performance.

Next is guarantee, people consider guarantee period as security period and they feel in that period they are completely secure regarding Cassette Deck. Larger the guarantee period they feel, better in the product it shows that producers is confident that his product will not develop any defect for such period.

Some special product features also sometimes in my case 15% influence a prospective buyer. People are generally impressed on knowing that a particular Cassette Deck has some distinct features and it is advantages.

As is evident price is least considered by the respondents only 10% of total interviewed person ranked it as their first choice. It occupied last position in the set of factors, the reasons may be the marginal difference in price or various brands.

It gives us a set of factors and its relative importance considered by the owners. Since brand image occupies first position our strategy should be to project better image of the product. The brand image can be projected by dealers or company by effective and rational advertisement and explaining distinctive features to consumers. Sales figures, service performance, after sale service may be useful in image projection. So a marketer should allot top priority for projecting the image of the product.

Next we would emphasize on guarantee period if it is less than the guarantee period available we must have sufficient reason to explain about company's motive behind low guarantee period. We should try to increase guarantee period because competitors exploit this aspect quite often and consumer are easily attracted towards high guarantee period.

Next we should concentrate on product features. Price though not very important still constitute an influencing factor. The less advertised and less pronounced Cassette Deck which may have lower prices are not able to capture market. On the other hand high priced Cassette Deck SONY is very much in demand. So it appears that we should produce a Cassette Deck with some distinctive feature though it may cost a little more.

From these informations I could guess general trends and consumer behaviour. In the latter part I would concentrate on price factor.

PRICE

Let's know first about consumer awareness about the price. People were asked to give their assessment whether price of cassette Deck is higher or not. The following data were found.

Table - 6

Consumer awareness about the price

| Cities | Price of Cassette Deck is higher | | Not higher | |
|-----------|----------------------------------|----|------------|----|
| | No. | % | No. | % |
| Moradabau | 69 | 46 | 81 | 54 |
| Aligarh | 26 | 52 | 24 | 48 |

It appears that people responded almost evenly when asked to judge of price of cassette Deck in general. It may be due to lesser information about the Cassette Deck and its components.

As was evident earlier, vide table 5, price is not considered an important factor by most of the purchasers still price awareness exists and consumer rate it as one of the factors, though it may not be the deciding factor for most of the consumers.

My objective, from the question, was to determine whether consumer considered it a high priced item or not. Obviously people responded evenly. It implies that a good no. of people still consider it a high priced item. So at least we should clear that price of cassette Deck is not higher. It is just because of high cost of technology, components and taxes the prices are not at this level.

A high price may be expressed in two ways :-

- (a) Price charged is more than the value of the product i.e. price is more than what we get return out of it.
- (b) It is good item using costly components and advanced technology hence highly priced.

Naturally the consumer may have any of the above mentioned perception and it is my objective to tell him that second argument is most genuine for Cassette Deck.

It appears that one should be very careful in setting the price of Cassette Deck. Since Cassette Deck is in early growth stage a marketer should analyse different aspects before deciding about price. If we are introducing Cassette Deck our objective should be market penetration rather than market skimming or early cash recovery. It is due to the fact that

- (1) In Cassette Deck market demand is price sensitive.
- (2) The unit production cost and distribution cost of producing a small volume of Cassette Deck are much higher.

- (3) High price will stimulate the emergence of competitive firm.
- (4) The higher price not necessarily creates an impression of a superior product.

In the begining one should set relatively low price in order to stimulate the demand of product and to capture large share of it. A lower price is preferred because

- (1) Market appears to be price sensitive.
- (2) The unit cost of production and distribution will fall with increased out put.
- (3) A low price discourage actual potential competition.

It appears that price is a challenging decision not only when a price is being set up for the first time but also when the firm is about to initiate a price change. The firm may stimulate a price reduction in order to stimulate demand to take advantage of lower cost or to shake out weaker competitors. Or it may be a price increase in order to take advantage of tight demand or to pass on higher costs whether the price is to be moved up or down, the action is sure to affect buyers, competitors distributors and suppliers and may interest govt. as well.

Again when asked whether it was one of the reason for

not purchasing Cassette Deck earlier following answers were found.

Table - 7

| | Moradabad | | Aligarh | |
|-------|-----------|-----|---------|-----|
| | No. | % | No. | % |
| Yes | 45 | 30 | 13 | 26 |
| No | 105 | 70 | 37 | 74 |
| Total | 150 | 100 | 50 | 100 |

So it appears that 30% of Moradabad purchasers and 26% of Aligarh might have purchased Cassette Deck sets earlier, has its price been lower.

Thus it appears that price of Cassette played a significant role in its purchase. If price is reduced we may be able to capture another segment of potential buyers. Price reduction is generally considered to increase demand, but price reduction has its limitations. One can not sacrifice quality for price reduction and one can not afford to incur losses due to lower price.

Since market is quite competitive price is also very

competitive, still price reduction is possible by

- (1) Employing better method of production which may increase out put and reduce costs.
- (2) Identifying better physical distribution system.

So firm should now adopt better materials management techniques for cost reduction and hence price reduction it would give the firm a much needed edge over the competitors.

Hence my hypothesis H-3 that price does not influence the purchase of a particular Cassette Deck is hereby rejected and alternative hypothesis that price does influence the purchase of Cassette Deck is accepted.

Mode of payment :

Table "8"

Consumer preference for instalment basis payment

| | Moradabad | | Aligarh | |
|-------|-----------|-------|---------|-----|
| | No. | % | No. | % |
| Yes | 80 | 53.34 | 20 | 40 |
| No | 70 | 46.66 | 30 | 60 |
| Total | 150 | 100 | 50 | 100 |

The question was asked to get an idea about the purchasers preference for the mode of payments.

Moradabad : It is evident from the table that 80 purchasers (53.34%) had preferred instalment basis payment while 46.66% purchases had not preferred instalment payment.

Aligarh : In Aligarh only 40% of the purchasers preferred instalment payment while 60% did not prefer it.

Instalment payment is quite attractive for consumers who are not able to pay entire amount at once. 53.34% purchasers in Moradabad and 40% purchasers in Aligarh has shown their preference for instalment basis payment. The lower no in Aligarh is due to lesser availability of such facility. The enormous consumers interest for instalment basis suggests that it must be given due consideration. It is preferred for two reasons :

- (1) Consumers have to pay in price in many instalments which can be easily afforded by them.
- (2) They get a product by payment lesser amount initially.

It is quite attractive for salaried persons because generally they are not able to spend so much money at a time.

By introducing such scheme the marketer can capture good share of market. But we must be careful about security also. The scheme is advisable due to the fact that affluent class of society had already purchased Cassette Deck. Now we have to extract that income group which has not been able to purchase yet.

In Moradabad large no. of such schemes are in operation and its running successfully while in Aligarh we have very few such schemes.

Hypothesis Testing :-

My hypothesis H-4 stating "instalment payment does not effect the users decision on purchase of Cassette Deck" proof to be wrong in the light of conclusion drawn from table -8.

Alternative Hypothesis :

~~Will be~~ instalment payment effects the users decision on purchase of Cassette Deck.

Table - 9

Causes for not preferring instalment basis payment

| Cause | Moradabad | | Aligarh | |
|-------------------------------|-----------|-------|---------|-------|
| | No. | % | No. | % |
| 1. You have to pay more | 12 | 17.4 | 5 | 16.67 |
| 2. May get inferior Deck | 23 | 32.6 | 9 | 30.00 |
| 3. A burden on further income | 14 | 20.00 | 5 | 18.67 |
| 4. Cannot afford it | 21 | 30.00 | 11 | 36.66 |
| Total | 70 | 100 | 30 | 100 |

The trend in both cities is similar. About on third of person (33.33%) in Moradabad and 30% in Aligarh fear that they might get an inferior Decks as quality decks are not available on instalments. 30% in Moradabad and 36% interviewed persons told that they can^{not} afford it while 20% people in Moradabad and 18% in Aligarh treated it as a burden on future income and about 16% interviewed persons told that they have to pay more in total on instalments basis.

So on calculating the percentages of different cause or not prefering instalment basis we get following data - 46.66% had not preferred it and of this 17.4% listed more payment as one of the reason for not preferring it.

It appears that there is some doubts in the minds of consumers about the instalment payment. A marketer job interested in this field should be to remove these misgivings. The same quality of Decks are offered in instalment payment as in cash payment, and it is not a burden but a facility.

By educating the public about these misgivings we may be able to penetrate more deeply in market.

Effect of price on brand preference :-

Q. If other brands are cheaper will you still buy the established one

- (i) Yes
- (ii) No
- (iii) You will consider other facility.

Answer are giving in table below.

| Answers | Moradabad | | Aligarh | |
|---------------------------------|-----------|-----|---------|-----|
| | No. | % | No. | % |
| Yes | 75 | 50 | 24 | 48 |
| No | 45 | 30 | 17 | 34 |
| You will consider other factors | 30 | 20 | 9 | 18 |
| Total | 150 | 100 | 50 | 100 |

The trend in both cities is similar as is evident from the table. Around 50% of the sampled people will stick to their brand irrespective of price while 30% will not purchase the brand if cheaper competitive quality decks are available. And around 20% of the sampled people will consider other factors besides lower price.

So it appears that 50% purchasers have brand loyalty and price changes, generally, will not influence their brand preference. And about 30% consumers will switch to other brand if that is cheaper.

For marketing man the information is quite interesting for setting price in competitive environment. It shows the percentage of people who are price sensitive i.e. they are easily influenced by price change. This 30% segment is quite important since we want to motivate this segment of market by offering reduced prices.

It also implies from the above table that good number of people are not influenced by the reduced prices. Obviously their preference for brand is based on some other factors other than price. So it appears that price reduction cannot, bring desired results and price reduction itself is a difficult task.

So my hypothesis, H-5 that price is important factor in preferring one brand over other stands proved.

PURCHASING TIMING

- Q. Did you time your purchase for some special reason.
- 1) Seasonal concession available
 - 2) Some occasion
 - 3) Gift scheme
 - 4) Special recreation
 - 5) Did not time the purchase..

Table - 10

Purchase Timing

| Timing | Moradabad | | Aligarh | |
|------------------------|-----------|-----|---------|-----|
| | No. | % | No. | % |
| 1. Seasonal concession | 27 | 18 | 3 | 6 |
| 2. Some occasion | 9 | 6 | 3 | 6 |
| 3. Gift scheme | 12 | 8 | 4 | 8 |
| 4. Special recreation | 18 | 12 | 7 | 14 |
| 5. Did not time | 84 | 56 | 33 | 66 |
| Total | 150 | 100 | 50 | 100 |

Moradabad :

Here 56 percent of the interviewed persons did not time their purchases. They purchased without considering

any of the schemes 18% of the interviewed persons purchased seasonal concession. 6% to mark some occasion in the family. 8% purchased when gift schemes were offered and 12% persons purchased to hear special programmes like western music. Ghazals and various songs.

Aligarh :-

Here 66% people did not time their purchases for cassette deck while 6% people purchased seasonal concession, 8% due to gift scheme and 14% purchased for special recreation.

It appears that a large number of people are motivated when such facilities exists. The lower (percentage) of such people in Aligarh is due to the fact that such schemes are not frequently available. In Moradabad I found a large number of such schemes in operation and people are taking interest in this.

These ~~informations~~ are very useful for marketer. He should carefully watch the important happenings around him, specially the interesting one for Cassette Deck consumer.

It is due to the impact of the western world on the Indian society of youngsters, which largely influence the

sale of the decks. We may use this motive in our promoting theme.

Purchase timing has great relevance for advertising. We should strike at the moment we feel that the need has arisen and consumer is willing to buy a deck. Now we should inform the consumers about the price, the mode of payment, place of availability and other relevant informations which may help him.

Thus hypothesis H-6 that special event accelerate sales of Cassette Decks stands proved.

Product features :

To test awareness of the consumer about the product following questions were asked. Q. Before purchasing what was your idea about good Cassette Deck.

1. It should be attractive and sober.
2. Should have sterio hi-fi sound.
3. There should not be any reverbration or the sound.
4. The range of the Bass and treble (—) should be such that the sound is clear without any external error.
5. All of these.
6. No idea.
- Q. Can you name the deck part which is responsible for the good sound.

Table - 11

Awareness about good cassette Deck.

| Product features | Moradabad | | Aligarh | |
|-----------------------------|-----------|-------|---------|-----|
| | No. | % | No. | % |
| 1. Attractive & Sober | 12 | 8 | 4 | 8 |
| 2. Stereo-phonie | | | | |
| Hi-fi sound | 8 | 5.33 | 2 | 4 |
| 3. No Reverbration of sound | 4 | 2.67 | 3 | 6 |
| 4. Maximum Range of | | | | |
| Bass & Treble | 8 | 5.33 | 3 | 6 |
| 5. All of these | 25 | 16.67 | 8 | 16 |
| 6. No idea | 93 | 62.00 | 30 | 60 |
| Total | 150 | 100 | 50 | 100 |

From the table 11 it appears that majority of people do not have any idea about good deck features. The percentage of such people is above 60% in both cities. It is now evident that consumer in general do not have much knowledge about the product. It may be because the product involves complex technology and general people are not expected to have an idea about the product. Though symptoms of some defects were elaborated by them again they were confused about the statement a good deck may have many other attribute other than listed ones.

The identification of features desired by consumer can help a company to design product according to that requirements, it was my motive behind such questions. People were of the opinion that generally reverbration of sound so they use quality cassette, even then they are confronted with some ugly situation.

It is, therefore, important in this context to keep our product free of such trouble. A marketing man takes important part in designing the product by conveying the wishes of consumers. So I may suggest that some attention is paid towards the draw backs of Cassette Decks because Cassette Deck without such trouble are highly appreciated. Sony is giving excellent performance.

It is not easy to frame an idea about good deck before purchasing. My motive was just to note the commonly known features of good deck.

Again when asked about the parts which are responsible for such disturbance 75% people were not able to answer, 15% gave confusing answers and only 10% gave correct answers.

My idea just to know whether they are conscious of

various Cassette Deck parts and their functions. Due to complex technology majority of persons could not reply.

From these two questions I could guess the trouble which are normally found in the service of Cassette Deck. A purchaser is just like an ambassador of the product. A large number of other people come to hear music on his Cassette Deck, he speaks about the performance of his Cassette Deck to his neighbours and friends and his family members may also propagate the bright aspects or short coming to various other people. It demands that if our Cassette Deck is good they can effectively advertise the brand and unfortunately if it is not upto mark one may lose market.

So it is necessary to educate people about the features of good decks in advertising and promotion programme so that they can have a genuine idea about a good deck. So far the consumers just know about some symptoms of good performance.

Table - 12

Information source about the product features :

| Information Source | Moradabad | | Aligarh | |
|---------------------------|-----------|-----|---------|-----|
| | No. | % | No. | % |
| 1. Friends/Family members | 22 | 39 | 8 | 40 |
| 2. Advertisement | 16 | 28 | 6 | 30 |
| 3. Dealers | 7 | 12 | 2 | 10 |
| 4. Own assessment | 12 | 21 | 4 | 20 |
| Total | 57 | 100 | 20 | 100 |

In Moradabad 93 persons did not have an idea about good deck while in Aligarh 30 persons did not have an idea about good deck. Of these remaining 57 and 20 persons respectively percentages is given in table.

The data are quite interesting and tells the source of information and their relative importance for a prospective customer. Apparently, friends and family members are most important source of information. Next important source is advertisement then dealers and own assessment.

The most effective exposure tend to come from personal source i.e. friends, each type of source may perform a some what different function in influencing the buying decision. Personal source perform evaluating functions.

It is worthy to study the consumer information source because in cassette Deck market.

1. a substantive percentage of target market engages in overt search and
2. the target market shows stable pattern of using the repetitive information source.

Cassette Deck being a new product personal source plays an important role in its adoption. Recognising the role of personal influence can make an important contribution to marketing planning. It tapers one's enthusiasm about media adoption messages, designed to supply early adopters with ways of verbalising their opinions to other. It highlights the importance of designing a good product that users will want to talk about to others.

So my hypothesis H-7 "Friends are good source of information about the product" stand proved.

The marketer should stimulate personal source of information, by constantly educating customers. We should constantly educate them about the distinctive features of our deck and about its various components and its advantage.

PROMOTIONAL MIX - MEDIA

Table - 13

Consumer preference for media

| Promotional media | Moradabad | | Aligarh | |
|-------------------|-----------|-------|---------|-----|
| | No. | % | No. | % |
| Radio | 38 | 25.32 | 13 | 26 |
| Hoarding | 22 | 14.68 | 7 | 14 |
| Movieslide | 30 | 20.00 | 10 | 20 |
| New paper/Magzine | 60 | 40.00 | 20 | 40 |
| Total | 150 | 100 | 50 | 100 |

Trend in both cities is very similar. 25 to 26% people responded that radio is most appealing. 14% told hoardings, 20% preferred movieslides and about 40% people told that newspaper and magazines are most appealing.

From this question, I want to know about the most effective media for different consumers. Obviously my purpose is to know the media habits of target market. An important part of advertising job consists of deciding on the best media for carrying the advertising message to the target market.

The extent to which firm should use this media depends on the three factors - audience's media habits, product and cost of different media.

As is evident magazines were most appealing because in this type of media we can communicate large amount of information about the product, price, mode of payment and place of availability. Further in magazines coloured pictures are printed which generally attract the audience. Again a high frequency of message repetition is possible through daily newspapers. ✓

Advertisement has been found to be a significant factor in marketing process under the conditions which are normally found with Cassette Deck market:-

1. Here industry sale are rising.
2. ✓ The product has feature normally not observable to the buyer and discretionary news are high.

For selecting media for Cassette Deck. I may conclude on the basis of these data, that local Newspapers and magazines should be used. It is due to the fact:-

Prospective buyers (in city or suburbs) are habitual

or reading newspaper and generally the whole family reads a newspaper and these are chance that some one may attract towards the advertisement. From newspapers we can have a broad a specialised coverage of population. And since circulation and readership profile data are easily available. One may select a suitable newspaper for advertising. Again a high frequency or message repetition is possible so it may have more impact on the audience.

So our hypothesis H-8 that Newspaper and Magazine is most important media in promoting Cassette Deck is proved.

The target audience media habits are the first factor to be considered in media category selection. In Cassette Deck generally the adult people or head of family are decisive unit, so the media that reaches them would be most suitable. Apparently newspaper and magazine are most suitable.

The product is another factor. Cassette Deck can better be advertised in the media from we can explain its attribute well, obviously personal demonstration is best suited but it has its own limitation.

Cost of different media is third factor. The newspaper

advertisement is comparatively cheaper.

To get a better understanding of the product and its utility nowadays physical demonstration of product has assumed significance. Cassette Deck is a product which can best be explained by means of physical demonstration. To get an idea about exhibitions demonstrating particular cassette deck and limitation of such exhibition, I enquired from the consumer their views.

Table - 14

Viewers of Cassette Deck exhibitions.

| Answers | Moradabad | | Aligarh | |
|----------|-----------|----|---------|----|
| | No. | % | No. | % |
| had seen | 15 | 10 | 2 | 4 |
| Not seen | 135 | 90 | 48 | 96 |

Only 15 persons in Moradabad had seen exhibition, out of my sample of 150 persons, demonstrating particular Cassette Deck.

The

In Aligarh only 2 persons i.e. 4% of sampled people had seen such exhibition.

The reason for the low percentage is that such exhibition are seldom organised.

Since Cassette Deck is a complex item it is most suitable for personal demonstration. By this method a marketer is able to exhibit some of the salient features of the product and the consumers are also able to see the performance of brand. Further it teaches the manner to use the product. Again in exhibitions, persons are free to enquire and see different models even if he is not interested in purchase at moment.

Table - 15

Influence in making decision to buy Cassette Deck.

| Influenced | Moradabad | | Aligarh | |
|------------|-----------|----|---------|----|
| | No. | % | No. | % |
| Yes | 9 | 60 | 1 | 50 |
| No | 6 | 40 | 1 | 50 |

Table - 17

Reasons for not seeing exhibition.

| Reasons | Moradabad | | Aligarh | |
|------------------------|-----------|------|---------|-------|
| | No. | % | No. | % |
| Organised at big hotel | 50 | 38.4 | -- | -- |
| Timing not suitable | 25 | 19.2 | 2 | 4.16 |
| Long distance | 12 | 8.8 | 1 | 2.08 |
| Expensive to reach | 18 | 13.3 | 3 | 6.24 |
| Not organised | 30 | 20.3 | 42 | 87.52 |
| Total | 135 | 100 | 48 | 100 |

Moradabad :

Of the 135 people who did not see such exhibitions about 38.4% i.e. 50 persons told that it was organised at big hotel so they could not see, 25 persons i.e. 19.2% people told that its timing was not suitable. The other data are given in table.

Aligarh :

Here of the 48 persons, who did not see exhibition,

42 persons told that no such exhibition was organised.

Other reasons are given in the table.

It appears that there is a lack of interest in organising such exhibitions. It may be due to its limited scope and low effectiveness. Cassette Deck purchase decision is not a spontaneous decision and people purchase only after considering a large number of other factors. The exhibitions may induce him or may inform a consumer but they cannot generate consumers, it is generally believed.

Again to broaden the scope of such organisation ~~it~~ should be organised at places where prospective buyers can easily reach. Posh hotels have their own drawback middle income group people generally hesitate to visit such places. I may conclude that such exhibition are effective in informing consumers about features and other desired details. So it should be organised at places where good number of people may visit. But the cost of organising such exhibitions or ~~and the~~ effects cannot be overlooked and probably it is one of the reasons why we are not having such exhibition frequently.

To get an idea about the nature of information obtained from the advertisements following question was asked :

The advertisement helped you most in getting informations about :

1. Price
2. After sales service
3. Mode of payment
4. Special product features, size shape etc.

Table - 18

Informations received from Advertisement

| Information about | Moradabad | | Aligarh | |
|--------------------------|-----------|-------|---------|-----|
| | No. | % | No. | % |
| Price | 25 | 16.67 | 8 | 16 |
| After sales service | 39 | 26 | 16 | 32 |
| Mode of payment | 38 | 25.33 | 10 | 20 |
| Special product features | 48 | 32 | 16 | 32 |
| Total | 150 | .. | 50 | 100 |

32% consumers responded that advertisement helped them most in getting information about the product, 26% quoted after sales service 25.33% told mode of payment

and 16% people that advertisements helped most in getting information about price.

In Aligarh the trend is similar to that of Moradabad except here 32% people quoted after sales service and 20% people told that advertisement helped them most in getting information about the mode of payment.

I may conclude on the basis of above that it shows the relative importance a consumer gives to these information. In other words one may conclude, on the basis of above, that it is the information consumer wants to get from advertisements.

Obviously, it is important while designing message for advertisements. In the message we can give product features most prominently. In the advertisement message we should specify after sales service, guarantee and other related facts. These informations are very important while preferring one brand over others.

We should specify whether instalment basis payment facility exists or not. It has been already dealt earlier in price section.

Consumer needs that advertisement should display

price also. But price display has its limitation. Due to price fixation we will have to use many types of message for the same brand. Again price may depend upon mode of payment. Price display may not be effected if price of this brand is high as compared to other relative brands.

SELECTION OF STORES

Table - 19

Store preference for Cassette Deck purchasers

| Type of Stores | Moradabad | | Aligarh | |
|---------------------|-----------|-------|---------|-----|
| | No. | % | No. | % |
| Company owned store | 38 | 25.33 | 4 | 8 |
| Others | 112 | 74.67 | 46 | 92 |
| Total | 150 | 100 | 50 | 100 |

In Moradabad only 25.33% people purchased Cassette Deck sets from Company owned stores while 74.67% purchased Cassette Deck from other stores.

In Aligarh only 8% purchases were made from company store while 92% people of may sample purchased it from other stores.

The lower number of purchases from company owned stores may be due to two reasons :

- (a) Either number of company owned stores is less, or

(b) People are not interested in purchasing from such store.

It is a fact that number of company owned store is less. While in Moradabad one may locate some company owned showrooms, in Aligarh one cannot locate such stores.

The idea behind such enquiry was to know the relative preference for two such stores. Obviously it is significant ~~from channel~~ decisions some companies employ middlemen other do not. The middleman is not a hired link in a chain forged by a manufacturer, but rather an independent market, ~~the~~ focus of a large group of customers from whom he buy. As he grows and builds a following he may find his prestige in a market is greater than that of supplier whose goods he sells.

Two aspects of channel decision place them among the most critical marketing decision of management. The first is that channel choosen for company's product may intimately affect every other marketing decision, and next it involves the firm in a relatively long term commitments to other firms.

So hypothesis H-10 that company stores are preferred is proved.

Table - 20

Consumer preference for dealer characteristics :

| Characteristics | Moradabad | | Aligarh | |
|----------------------------|-----------|-------|---------|-----|
| | No. | % | No. | % |
| 1. Reliability | 50 | 33.33 | 16 | 32 |
| 2. Good record of service | 40 | 26.67 | 14 | 28 |
| 3. Popularity | 15 | 10 | 8 | 16 |
| 4. Behaviour of the dealer | 15 | 10 | 6 | 12 |
| 5. Convenient location | 30 | 20 | 6 | 12 |
| Total | 150 | 100 | 50 | 100 |

Moradabad :

33.33% purchasers preferred those dealers which are reliable, 26.67% selected dealers with good records of service, 10% each for popularity and behaviour of the dealer, and 20% purchasers selected dealers with convenient location.

Aligarh :

Here 32% considered reliability, 28% record of

service, 16% popularity, 12% behaviour of the dealer and 12% considered convenient location in selecting a dealer.

The first four factors listed in above table (1-4) are result of business activity and can be maintained only after a dealer has started setting Cassette Deck. While the fifth factor, convenient location is significant while selecting a middle man or site for opening company store. Location is very important because consumers can conveniently reach there for repairs or any other enquiry.

From this table 20 I may get an idea about the customer characteristics in selecting a dealer. Customer characteristics in one of five characteristics influencing channel decision.

The consumer generally look the previous record of dealers which they get from friends or some other personal sources. The store may well capture a good share by adopting honest policies and by having fair terms.

Apparently a company store is more preferable because it may offer more reliability and specialised after sales service. But due to some unavoidable

constraints we ~~can not~~ open such stores. Now we should try to project ourselves as an efficient honest and prompt dealer.

Impact of retailer :-

Q. Did the retailer persuade you to choose a model.

(i) Yes

(ii) No.

Table - 21

| | Moradabad | | Aligarh | |
|-------|-----------|-------|---------|-----|
| | No. | % | No. | % |
| Yes | 25 | 16.67 | 9 | 18 |
| No | 125 | 83.33 | 41 | 82 |
| Total | 150 | 100 | 50 | 100 |

The trend in both cities appears to be similar it is appear not that majority of persons are not influenced by dealers. So we can say that consumers were preplanned about the choice of brand and model. They had made their mind before entering into store. Only 16.67 persons were persuaded by dealer to purchase a model.

It appears that dealers may influence in model selection but their role in selecting one brand over other is very limited.

- Post purchase Feeling :-

Table - 22

Retailers behaviour

| Behaviour | Moradabad | | Aligarh | |
|-------------------------------|-----------|-------|---------|-----|
| | No. | % | No. | % |
| Very Cooperative | 40 | 26.67 | 6 | 12 |
| Satisfactory | 80 | 53.33 | 23 | 46 |
| Irritated with complaints. | 30 | 20.00 | 21 | 42 |
| Total | 150 | 100 | 50 | 100 |

Moradabad :-

It appears that in Moradabad about 53% people are satisfied with the behaviour of the retailer. Only 20% people told that their retailer got irritated with complaints.

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Aligarh :-

While in Aligarh people are not satisfied by with the retailers. The behaviour particularly is not well. As is evident that 42% of the interviewed persons told that retailers got irritated with complaints. Only 12% told the retailers behaviour is very cooperative.

It is evident that retailer's behaviour is not much appreciable. Apparently retailers think that their job is over once they sell a Cassette Deck, but actually their job does not end here. The post purchase feeling is very important for making better image of the product. Purchasers are messengers for that product and it is necessary to deal them very politely. The retailers should improve their behaviour.

In Aligarh, particularly, retailer's ~~behaviour~~ is very poor. The arter sales-service, here is very costly and irregular. People had to wait for many days for repairs. The owners in Aligarh are very much worried about the arter sales services. In Moradabad due to large number of stores better services are available but in Aligarh arter sales service are in adequate.

Dealers should pay special attention towards arter

sales-service. They should provide such services cheaply and conveniently by employing or hiring technicians.

Table - 25

Owner's evaluation of their Cassette Deck.

| | AS to service | | AS to price. | |
|--------------|---------------|-----|--------------|-----|
| | No. | % | No. | % |
| Good | 84 | 42 | 88 | 44 |
| Satisfactory | 96 | 48 | 100 | 50 |
| Bad | 20 | 10 | 12 | 6 |
| Total | 200 | 100 | 200 | 100 |

The table shows that 42% of interviewed persons rated their Cassette Deck good as to service, 48% rated satisfactory and 10% rated it bad.

While 44% people rated their Cassette Deck good as to price, 50% satisfactory and only 6% rated their Cassette Deck bad as to its price.

It is evident that majority of owners are satisfied

with their cassette deck. It shows that competitive quality is satisfactory as to service as well as to price it is due to competition and government control. It is appreciable that people are getting good product at reasonable price.

C H A P T E R-IV
S U G G E S T I O N S

SUGGESTION

The inference drawn from the obtained information could be of immense value to the marketer in planning out a suitable marketing strategy. The Cassette Deck market is quite competitive and promising. The chance for growth exist for right product. For effective marketing it is necessary to understand the characteristics of the target market.

It is evident that following factors ~~direct~~ purchase decision of Cassette Deck.

1. Income, profession and Educational background of the consumers.
2. Price & mode of payment.
3. Product features.
4. Brand image.
5. Advertisement.
6. Store ~~selection~~.

~~The~~ effective marketing requires analysing the needs of buyers, creating the product that satisfy the buyers competitively and communicating the offer effectively.

On the basis of my study I may suggest that following points should be given due consideration for making effective marketing strategy :-

1. Since income of majority of Cassette Deck owners is more than Rs. 1000 p.m. and most of them are educated, our strategy should be to attract this segments of society.
2. It is evident that still market expansion is possible by offering facility to pay in easy instalments. Since a large number of people who can not afford to arrange cash payment can easily arrange few hundred rupee as instalment payment. Again, it will increase product demand.
3. We should educate public about the features of good Cassette Deck. Our claims must be based on some facts.

4. It is desirable to make better image of the brand. It can be done by offering quality sets or reasonable price, by effective advertisements and by providing efficient after sales service.

5. We should constantly use newspapers and magazines in sections for the advertisement of Cassette Deck and we should tell through the advertisement about mode of payment, price and special product features since these information are quite often sought by a prospective customer.

6. The exhibitors are not able to attract much audience due to various reasons and hence should not be installed individually. However such exhibitions must be organised in fair like "Trade Fair" that offer good business opportunities.

7. The advertisement should be well timed. there should be more and more advertisement on special occasion festival etc.

8. Since company owner store are considered more reliable one should try to open more such stores.

9. It would particularly suggest that the after sales services must be improved. There is a lot of discontent among owners. The dealers should provide efficient after sales service promptly. In Aligarh there is an urgent need to undertake repairing services by a dealers so as complaints are disposed smoothly.

10. The guarantee period should be at least one year and during the period we should always try to repair the sets promptly. It would increase image of the product and that of store.

A N N E X U R E S

QUESTIONNAIRE

These questions are sent for a study on, "Factors Affecting Purchase Decision of Cassette Deck in Moradabad and Aligarh". This is purely for academic purpose and answers will be kept strictly confidential.

ASIF HUSAIN KHAN

M.B.A. (F).

.....

1. OWNER PROFILE

(a) Family Income Group.

- (i) Rs. 1000 - 1500 P.M.
- (ii) Rs. 1500 - 2000 P.M.
- (iii) More than Rs. 2000.

(b) Profession -----

(c) Educational Background -----

2. Which of the following motive influenced you to purchase Cassette Deck :

- (i) Sense of status
- (ii) Recreation
- (iii) Your neighbours/cplleagues had
- (iv) Education/any other.

3. Which Cassette Deck is in your house -----
 ----- Price -----.

4. When did you purchase Cassette Deck
- (i) Less than a year
 - (ii) A year or more but less than 3 years.
 - (iii) Three years back a more.

5. Please rank the factors considered by you while going for purchase Cassette Deck.

Brand image 1 2 3 4

Guarantee period

Special Cassette Deck feature

Price.

6. Do you feel that price of Cassette Deck, in general, is higher

- (i) Yes
- (ii) No.

7. Was it one of the reason for not purchasing
Cassette Deck earlier
- (i) Yes (ii) No.
8. If facility to pay on easy instalments was available
had you preferred it over "cash & carry basis".
- (i) Yes (ii) No.
9. If answer of Q.No. 8 is No. Is it because in
instalment basis.
- (i) You have to pay more in total.
(ii) You could get inferior quality Deck only
because superior quality deck are not
available on instalment.
10. If other competitive brands are cheaper will you
still by the establish one
- (i) Yes (ii) No.
(iii) You will consider other factor.
11. Did you time your purchase for some special
reasons.

14. You must have seen or heard advt. promoting Cassette Deck which one of the following, you feel, most appealing.

- (i) Radio commercial
- (ii) Hoarding.
- (iii) Movie Slides.
- (iv) Newspaper/magazine.

15. Have you seen any exhibition demonstrating a particular Cassette Deck.

- (i) Yes
- (ii) No.

16. If yes did in making a decision to buy a particular Cassette Deck.

- (i) Yes
- (ii) No

17. If yes what appealed to you specifically

18. If Ans. to Q.No. 18 is No. It was because

- (i) It was organised at a big hotel you hesitated to go.
- (ii) It timing was not suitable for you.
- (iii) Far from your residence.
- (iv) It was expensive to reach.

19. The advt. helped you most in getting information.

- (i) Price
- (ii) After sales service.
- (iii) Mode of payment.
- (iv) Special product feature.

20. You purchased set from -

- (a) Company owned store
- (b) Other.

21. What lead you to choose a particular dealer

- (i) Reliability
- (ii) Good record of service.
- (iii) Popularity.
- (iv) Behaviour of the Dealer.
- (v) Convenient Location

22. Did the retailer purchase you to purchase a model

23. What is retailer behaviour now.

- (i) Very cooperative.
- (ii) Satisfactory.
- (iii) Irritated with complaints.

24. How do you rate your Cassette Deck now.

- (i) Good
- (ii) Satisfactory
- (iii) Bad.

SPECIFICATION CHART OF CASSETTE DECKS

| Make & MODEL NO: | R/P HEAD | NOISE REDUCTION | WOW & FLUTTER WTMS | BIAS & EQUALIZATION | SPECIAL FEATURES | PRICE |
|----------------------|----------------------|--------------------|-----------------------|------------------------|--|----------|
| COSMIC K-8 | SENDUST | YES (DOLBY) | 0.055% | 3 POSITION SELECTOR | LOGIC TOUCH CONTROL; FINE BIAS; REMOTE REC/ MUTE; TIMER | Rs. 5694 |
| COSMIC CO- 8500D | ORDINARY MAGNETIC | YES (FILTER) | 0.2% | NOT SEPARATE | NONE | Rs. 3543 |
| AKAI COSMIC 703D | CX HEAD | YES (DOLBY) | 0.07% | NOT SEPARATE | MEMORY COUNTER | Rs. 6135 |
| COSMIC CO- 703D | ORDINARY MAGNETIC | YES (DOLBY) | 0.06% | NOT SEPARATE | NONE | Rs. 4083 |
| EMI SCD 8800 | PERMALLOY | YES (DOLBY) | 0.06% | NOT SEPARATE | NONE | Rs. 4443 |
| SOMODYNE SCD 2001 | | YES (FILTER) | 0.3% | NOT SEPARATE | OUTPUT LEVEL CONTROL | Rs. 3816 |
| SOLIDAIRES DS 601 | PERMALLOY | YES (FILTER) | 0.05% | NOT SEPARATE | NONE | Rs. 3600 |
| NORGE MCD 500 | PERMALLOY | YES (FILTER) | 0.06% | NOT SEPARATE | NONE | Rs. 3250 |
| SONY TC K-35 | FERRITE & FERRITE | YES (DOLBY) | 0.05% | 3 POSITION SELECTOR | REC/MUTE ADD-ON/ RECORDING | Rs. 5995 |
| BEVOX 220 D | PERMALLOY | YES (FILTER) | 0.2% | NOT SEPARATE | NONE | Rs. 3077 |
| MELCO ADK-2001 | GLASS- (FILTER) | YES | 0.3% | NOT SEPARATE | NONE | Rs. 3694 |